



September 19, 2013

Hasbro and Linkin Park Release Special Edition Transformers Action Figure

The LINKIN PARK SOUNDWAVE TRANSFORMERS Figure Launches Today as Part of the Brand's 30th Anniversary Celebration

Los Angeles, C.A. and Pawtucket, R.I. – September 19, 2013 – Premier global branded play company, [Hasbro, Inc.](#) (NASDAQ: HAS) and world renowned rock band, [LINKIN PARK](#), released a special edition action figure of the [TRANSFORMERS](#) character SOUNDWAVE today at the [SURU](#) store in Los Angeles, C.A. The LINKIN PARK SOUNDWAVE TRANSFORMERS action figure also marks the first celebrity designed TRANSFORMERS figure in the brand's 30-year history.

LINKIN PARK is no stranger to the 'MORE THAN MEETS THE EYE' brand having provided songs for three TRANSFORMERS movie soundtracks and with members of the band growing up as fans of the 'ROBOTS IN DISGUISE.' Joe Hahn of LINKIN PARK, worked closely with TRANSFORMERS designers at Hasbro, and has been a life-long TRANSFORMERS fan and collector.

"I grew up playing with TRANSFORMERS toys in the 1980's and still collect TRANSFORMERS figures to this day," said Hahn. "As a fan, providing music for the movie soundtracks and creating a LINKIN PARK inspired TRANSFORMERS action figure is beyond any fan's dream come true."

The LINKIN PARK special edition figure is in the "Generation 1" or "G1" style of the fan favorite SOUNDWAVE TRANSFORMERS character, features a gold deco treatment and is packaged in a unique cassette tape-inspired box. "LINKIN PARK chose the SOUNDWAVE character in the 'G1' style for his retro-appeal," Hahn continued. "In the original animated series from the 80's, SOUNDWAVE converts into a tape deck, has cassette tapes as minions and battles the AUTOBOTS with blasts of sound; he was an easy choice to represent our band."

"LINKIN PARK are best in class, iconic musicians and we consider them part of the TRANSFORMERS team," said Jay Duke, Vice President of Global Brand Marketing, Hasbro. "The TRANSFORMERS brand is thrilled to have LINKIN PARK be one of the first celebrities to inspire a TRANSFORMERS action figure. The LINKIN PARK collaboration is an exciting part of the TRANSFORMERS 30th anniversary celebration."

SURU will be the exclusive retailer for this special edition action figure beginning today at the SURU store in Los Angeles and online at [www.suru-la.com](#) through October 3rd. TRANSFORMERS fans can keep up with all of the latest brand news including the 30th Anniversary on the official TRANSFORMERS Facebook page at [www.Facebook.com/Transformers](#).

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About LINKIN PARK

LINKIN PARK is a Grammy-Award-winning, multi-platinum alternative rock band comprised of co-lead vocalist, Chester Bennington, drummer/percussionist, Rob Bourdon, guitarist Brad Delson, bassist Dave 'Phoenix' Farrell, DJ, programmer Joe Hahn and Mike Shinoda - co-lead vocals, keyboards, guitar. The band has sold over 50 million albums worldwide, and is the biggest band on Facebook - with over 55 million fans and counting. In the span of time since 2000, when Linkin Park debuted on the Billboard 200 – no other artist has had more top 10 singles on the Alternative chart and, with the release of their latest album, LIVING THINGS (Machine Shop Recordings /Warner Bros), which reached #1 in over 20 countries, no other band has achieved more #1 albums this century. In 2005, Linkin Park founded Music For Relief, a 501 © (3) non-profit organization that has raised over 5 million dollars for victims of natural disasters and environmental projects. [www.linkinpark.com](#)

About Hasbro, Inc.

[Hasbro, Inc.](#) (NASDAQ: HAS) is a branded play company dedicated to fulfilling the fundamental need for play for children and families through the creative expression of the Company's world class brand portfolio, including TRANSFORMERS, MONOPOLY, PLAY-DOH, MY LITTLE PONY, MAGIC: THE GATHERING, NERF and LITTLEST PET SHOP. From toys and games, to television programming, motion pictures, digital gaming and a comprehensive licensing program, Hasbro strives to delight its global customers with innovative play and entertainment experiences, in a variety of forms and formats, anytime and anywhere. The Company's Hasbro Studios develops and produces television programming for more than 170 markets around the world, and for the U.S. on Hub Network, part of a multi-platform joint venture between Hasbro and Discovery Communications (NASDAQ: DISCA, DISCB, DISCK). Through the company's deep commitment to corporate social responsibility, including philanthropy, Hasbro is helping to build a safe and sustainable world for future generations and to positively impact the lives of millions of children and families every year. It has been recognized for its efforts by being named one of the "World's Most Ethical Companies" and is ranked as one of Corporate Responsibility Magazine's "100 Best Corporate Citizens." Learn more at www.hasbro.com.

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